

1. A label, comprising:
 - a facestock layer having a first side and a second side;
 - visible indicia selectively applied to one or more portions of at least one of said first and second sides of said facestock layer; and
 - 5 at least one tactile coating layer selectively applied to discrete portions of said first side of said facestock layer to create distinct raised portions on the label for tactile feel.
2. The label of claim 1, further comprising a primer applied to said first side of said facestock layer.
3. The label of claim 1, wherein said tactile coating layer is applied to said first side of said facestock layer such that the location of said tactile coating layer substantially corresponds to the location of at least a portion of said visible indicia.

4. The label of claim 1, wherein said facestock layer comprises transparent cellophane.

5. The label of claim 1, wherein said visible indicia comprises screen printed ink.

6. A label, comprising:
 - a facestock layer formed from transparent cellophane and having a first side and a second side;
 - visible indicia selectively screen printed to one or more portions
- 5 of at least one of said first and second sides of said facestock layer.

7. A labeled product package, comprising:
a container having a surface for receiving a label; and
a label disposed on said surface, said label comprising:
a facestock layer formed from cellophane and having a
5 first side and a second side,
visible indicia selectively applied to one or more portions
of at least one of said first and second sides of said facestock layer,
at least one tactile coating layer selectively applied to
discrete portions of said first side of said facestock layer to create distinct
10 raised portions on the label for tactile feel, and
an adhesive layer applied to said second side of said
facestock layer.

8. The labeled product package of claim 7, wherein said
selectively applied tactile coating layer is applied to said first side of said
facestock layer such that the location of said tactile coating layer
substantially corresponds to the location of at least a portion of said visible
5 indicia.

9. The labeled product package of claim 7, further comprising a
primer applied to said first side of said facestock layer.

10. A labeled product package, comprising:
a container having a surface for receiving a label; and
a label disposed on said surface, said label comprising:
a facestock layer comprising cellophane and having a
5 first side and a second side,
visible indicia selectively screen printed to one or more
portions of at least one of said first and second sides of said facestock
layer, and
an adhesive layer applied to said second side of said
10 facestock layer.

11. The labeled product package of claim 10, further comprising:
at least one tactile coating layer selectively applied to discrete
portions of said first side of said facestock layer to create distinct raised
portions on the label for tactile feel.

12. A supply of labels, comprising:
a plurality of discrete labels provided in a stack, each of said
labels comprising:
a facestock layer formed from cellophane and having a
5 first side and a second side,
visible indicia selectively applied to one or more portions
of at least one of said first and second sides of said facestock layer,
at least one tactile coating layer selectively applied to
discrete portions of said first side of said facestock layer to create distinct
10 raised portions on the label for tactile feel.

13. The supply of adhesive coated labels of claim 12, wherein said
labels further comprise a primer applied to said first side of said facestock
layer.

15

14. A method of making an adhesive coated label, comprising:
applying indicia to a side surface of a facestock;
selectively applying at least one layer of tactile coating to
discrete areas of the facestock layer to create distinct raised portions on the
5 label for tactile feel.

15. The method of claim 14 further comprising:
die cutting the facestock to form discrete label shapes.

16. The method of claim 14, wherein applying indicia to a side
surface of the facestock includes screen printing ink to the side surface.